

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
September 14, 2010
Board of Directors Meeting
AMPAS -- 1313 Vine St., Los Angeles, CA. 90028

Officers and Directors Present

Lillian Kuo, Vice President, Broadreach Capital
Carol Massie, Secretary, McDonald's Restaurants
Duke Gallagher, Treasurer, The Production Group
Fabio Conti, The Fabiolus Café
Kitty Gordillo, Hollywood Wilshire YMCA
Richard Falzone, Off Vine Restaurant
Brian Folb, Paramount Contractors
Father Michael Mandala, Blessed Sacrament Church
Patrick Olmstead, Los Angeles Film School
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron

Absent

Ryan Harter, President, CIM Group
Craig Donahue, The Donahue Group
Charles Eberly, The Eberly Company
Patrick Russell, The Robert Green Company
Roxanna Sassanian, Sunset Gower/Sunset Bronson Studios
Dirk Degraeve, President Emeritus, Paramount Contractors

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Devin Strecker, Hollywood Property Owners Alliance

Guests

Zachary Eaton, Space 1520

1. Call to Order

The meeting was called to order by Board Vice President Lillian Kuo at 4:15 p.m.

2. Public Comment

None

3. Approval of Board Minutes

It was moved by Carol Massie, seconded by Brian Folb and CARRIED to approve the minutes from the board's July 14, 2010 meeting. Unanimously approved.

4. Treasurer's Report

A. Review/Approve Treasurer's Report: Duke Gallagher reported that the expenditures for the year have continued to stay on budget. Current delinquencies for the BID are reported at 1.1%. Gallagher also mentioned that the board has not yet tapped into the Social Services item for the year. Morrison said she the staff will check to make sure the funds have not been used, and if not, she would invite Social Services @ Blessed Sacrament to give a presentation to the board on their proposed renovation.

It was moved by Kitty Gordillo, seconded by Fred Rosenthal and CARRIED to approve the Treasurer's Report from August 31, 2010. Unanimously approved

5. Committee and Program Reports

A. Streetscape Committee

1. Chase Plaza Update: Michael Pogorzelski reported that Chase representatives have said no to the idea of housing a small public patio in the outdoor space that abuts Sunset Boulevard and Vine Street. However, the committee is still exploring other avenues to try and see how the area can be activated, possibly through an outdoor concert series.

2. Walk of Fame Repair and Tree Replacement: Sarah MacPherson informed the board that the Urban Forestry division has adopted the proposed standards for the Walk of Fame repair. The repair, which will first begin with the east side of Vine Street between Selma Avenue and Sunset Boulevard, is set to begin in a few months. During the repair the contractor will also be removing the currently planted Ficus trees and replacing them with trees to match the west side of the street. MacPherson said there may be a gap in funding for the tree planting. If so the board could potentially use beautification funds to pay for the tree planting on that side of Vine.

3. Hollywood Side and Back Street Project: MacPherson let the board know that the HPOA will be planting approximately 90 trees throughout the Hollywood Entertainment District. As part of the project, MacPherson has reached out to the property owner of the Sunset and Vine apartments to see if they would like to replace the six dead trees along the Selma Avenue side of their property. The property owner has agreed to reimburse the HPOA for the planting costs.

4. Field Trip to Wilshire Center BID: Michael Pogorzelski invited the board to join the Streetscape Committees for a field trip to Wilshire Center BID on September 30. The committees will be taking along at the areas planters and landscaping to bring back ideas for their individual BIDs.

5. Hollywood Planning Update: MacPherson gave a brief overview of the various Community Plans and Urban Design guidelines. MacPherson reported that red line versions of the Sunset Blvd. and Hollywood Blvd. Urban design guidelines should be out soon, while the Hollywood Community Plan is awaiting a draft Environmental Impact Report.

B. Security Committee

1. Metro Vine Plaza Update: Morrison explained to the board that recently the plaza has seen a high volume of criminal activity. Through the outreach efforts of the staff and the Security Committees the Los Angeles Sheriff's Department has been actively monitoring and enforcing in the plaza area. This enforcement has led to an improvement, however the staff is also working with the property owner to find creative ways to activate the plaza with positive public activity.

2. Hollywood Characters Update: Morrison reported that four of the Hollywood Boulevard Characters have obtained the services of Carol Sobel and filed a lawsuit against the City. The group had also asked the judge for a temporary restraining order (TRO) against the LAPD, which was later denied. Morrison said the case will take some time to work its way through the court, but the Security Committee will continue to monitor the situation.

3. Homeless Outreach Update: A committee has been formed consisting of various agencies; Blessed Sacrament, Andrews International, LAPD, Gett Love, HPOA and the Veteran's Administration to help aid Hollywood veteran's that were identified during the April Registry off the street and into permanent supportive housing. Morrison also reported that the Corporation for Supportive Housing has granted PATH a \$50,000 grant to allow Rudy Salinas to be devoted to full time outreach here in Hollywood.

C. Marketing Committee

1. Report from Demographic Research Committee: The final report is complete and the committee has met and reviewed it. The most apparent themes that came up in the study was the fact that both locals and visitors alike felt that parking was difficult to find in Hollywood. Many of those surveyed also felt that Hollywood was dirty. Morrison said the staff is working with the CRA to discuss if potential grant money could be used to create way finding signage for Hollywood to help alleviate the parking complaints. The potential funds that would be used for this program have already been allocated for a façade improvement program which may not go into effect immediately.

2. Retail Recruitment: Morrison said that the other topic currently being discussed with the CRA is the idea of hiring a retail recruitment director for the BIDs. This individual would ideally be funded through a three year grant. Morrison said that Cindy Chong, Devin Strecker and John Tronson met last month with the CRA to give a presentation and discuss the idea with them. No decision has yet to have been made at this time.

3. Visitor's Guide Update: Devin Strecker reported that the guide is complete and is currently being distributed.

6. BID Renewal

A. Progress Report from BID Renewal Steering Committee

1. Report from BID Renewal Steering Committee: Lillian Kuo informed the board that the committee met today with engineer Jim McGuire from Willdan Financial. The hope is for the engineer to have a first draft assessment roll ready for the committee to look at in mid October. Kuo also shared the proposed benefit zones and annual budget with the board.

7. New Business

A. Appointment of the Nominating Committee: Morrison said she is going to work with Board President Ryan Harter to get his appointments for this year's nominating committee. There are currently seven board members whose terms will be expiring in 2011.

B. Open House: The board is invited to attend the HPOA's new office Open House on October 7, 2010 from 4 p.m. to 6 p.m. in Suite 414 of the Taft Building.

8. Old Business

None

9. Report from Kerry Morrison

None

10. Next Meeting

The next meeting was scheduled for Tuesday, October 12, 2010 at 4 p.m. at AMPAS (1313 Vine St., Los Angeles, CA. 90028).

11. Adjournment

There being no further business the meeting was adjourned by Board Vice President Lillian Kuo at 5:20 p.m.